

Farmers Market Finder



A mobile site for Farmers Market
Nutrition Program Participants

Farmers' Market Nutrition Program (FMNP)

Overview

- USDA Supplemental Nutrition Grant Program
- Grants to state agencies to provide checks to low-income participants
- Two programs funded: Women, Infants and Children (WIC) (FMNP) and Seniors (SFMNP)
- Checks can be used to buy fresh fruits, vegetables, cut herbs and honey (Seniors only) at farmers' markets
- **In 2014, farmers received more than \$500,000 through the two programs, an increase of \$100,000 over 2013**

How the FMNP Programs Work



MDA provides checks to DHMH & DOA



DOA distributes checks to eligible Seniors

DHMH distributes checks to eligible WIC participants



Participants use checks to buy produce from FMNP authorized farmers at markets

Participant Information

- Must qualify based on income (185% of federal poverty level)
 - Must have proof of residency in Maryland

• WIC - \$20

- Applicants must be pregnant women, infants, or children up to 5 years and have a nutritional need
- WIC participants receive nutrition education, breastfeeding support, health screenings & referrals to other community support programs
- Can sign up at [WIC clinics](#)

• SENIORS - \$30

- Applicants must be 60 or over
- Must certify income eligibility on application form
- Can sign up at participating [Senior Centers](#)

The top 3 reasons participants give for not
using their checks is:

- Not knowing where to find the farmers markets .
- Not knowing how to prepare or cook the produce purchased.
- Not remembering to use checks before they expire.

So how to fix that?

We noticed that most of the participating WIC mothers own mobile cell phones...

We decided to use that as a tool.

Introducing...

The Farmers Market Finder!

A Mobile Site for FMNP Participants

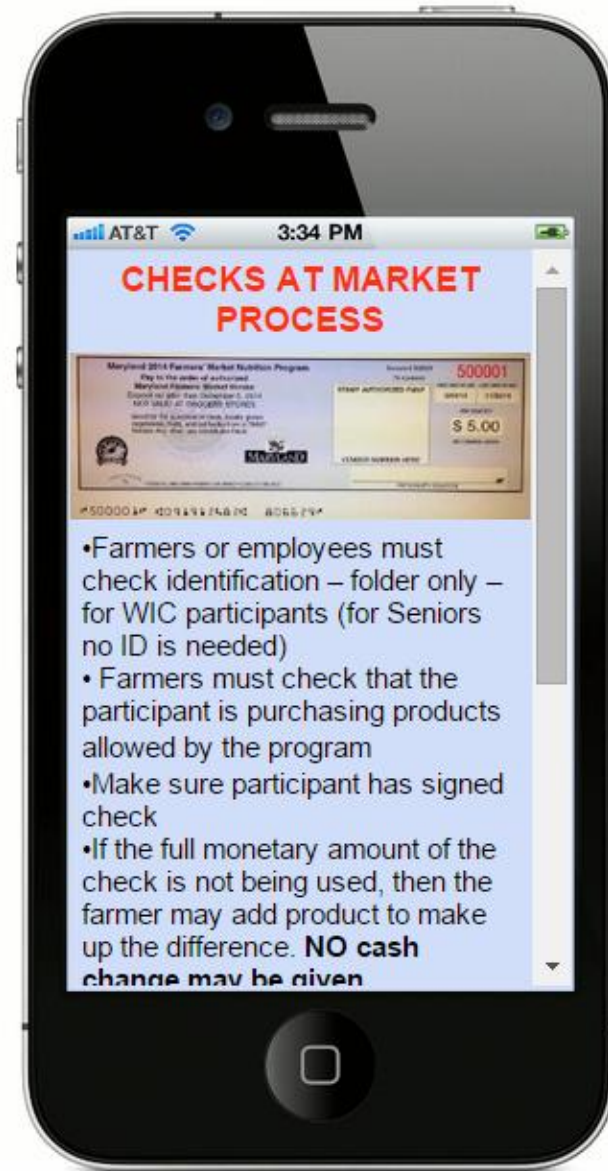


Accessible by cell phone, it provides:

A listing of all the Maryland Farmers Markets that FMNP participants can attend to spend their checks with FMNP approved farmers.



Reminds them
how to use
their checks at
market.



Links to videos and
photos of some of
our FMNP Featured
Farmers!



Reminder of eligible & ineligible foods for the program.



Seasonal Fruit & Vegetable Charts.



Recipes for fresh produce dishes.



Links back to
program site
pages at MDA,
WIC, & USDA.





Lastly, but perhaps most importantly...

- Participants have the option to “opt in” on their phone to receive mobile txt messages every month to remind them to use their FMNP Checks.
- Up to 1,000 participants can opt in every month to receive reminder messages.

The program will be introduced & explained to the WIC & Senior participants at the centers when they receive their checks.

The checks themselves also remind them to access the mobile site.

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|--------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|
| Maryland 2015 Farmers' Market Nutrition Program | | Account # 806629 | 700001 |
| Pay to the order of authorized Maryland Farmers' Market Vendor | | 75-1248/919 | |
| Farmer must deposit no later than December 5, 2015 NOT VALID AT GROCERY STORES | | STAMP AUTHORIZED FMNP | FIRST DATE OF USE LAST DATE OF USE 6/01/15 11/30/15 |
| Good for the purchase of fresh, locally grown vegetables, fruits, and cut herbs from a FMNP Vendor. Any other use constitutes fraud. | | | PAY EXACTLY \$ 5.00 NO CHANGE GIVEN |
|  | Check out our Farmers Market Finder site on your mobile phone at http://farmersmarketfinder.ub1.co/ | MARYLAND | |
| CITIZENS ALLIANCE BANK • HOWARD LAKE BRANCH • CLARA CITY, MN 56222 | | PARTICIPANT'S SIGNATURE  | |

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Maryland is the first state to pilot this program...

- The program will be live for the 2015 season
- We are hoping that it increases participant redemption.
- We have already been asked to present the findings on the first season of the program at our National Association of Farmers Market Nutrition Program Coordinators conference in September.
- Fingers crossed!



Thank You!